What is claimed is:

1. An injection molding soft resin composition comprising:

(A) an ethylene/α-olefin copolymer in an amount of 99 to 5 parts by weight, said copolymer comprising ethylene and an α-olefin of 3 to 10 carbon atoms, and

(B) a thermoplastic elastomer composition in an amount of 1 to 95 parts by weight, said thermoplastic elastomer composition being obtained by dynamically heat treating a crystalline polyolefin resin (a) and an olefin copolymer rubber (b) in the presence of a crosslinking agent,

the total of said components (A) and (B) being 100 parts by weight,

wherein the ethylene/α-olefin copolymer (A) has:

(i) a Shore A hardness (JIS K 6253) of 40 to 95,

(ii) a melt flow rate $MFR_{2.16}$ (ASTM D 1238, 190°C, load of 2.16 kg) of 1.0 to 100 g/10 min, and

(iii) a density (ASTM D 1505) of 855 to 900 kg/m^3, and

the thermoplastic elastomer composition (B) has:

(i) a gel content of 30 to 100 %, and

(ii) a Shore A hardness (JIS K 6253) of 40 to 95.

2. The injection molding soft resin composition as claimed in claim 1, having a Shore A hardness (JIS K 6253) of 40 to 95 and a melt flow rate $MFR_{2.16}$ (ASTM D 1238, 190°C, load of 2.16 kg) of 1.0 to 100 g/10 min.

3. The injection molding soft resin composition as claimed in claim 1 or 2, wherein the ethylene/α-olefin copolymer (A) has:

(iv) a molecular weight distribution (Mw/Mn), as determined by gel permeation chromatography (GPC), of 1 to 3, and

(v) a ratio ($MFR_{10}/MFR_{2.16}$) of a melt flow rate MFR_{10} (ASTM D 1238, 190°C, load of 10 kg, g/10 min) to the $MFR_{2.16}$ (g/10 min) ranging from 5 to 20.

4. The injection molding soft resin composition as claimed in claim 1, wherein the ethylene/α-olefin copolymer (A) is a mixture of two or more kinds of the ethylene/α-olefin copolymers (A).

5. An injection molded article comprising the injection molding soft resin composition of any one of claims 1 to 4.

6. The injection molded article as claimed in claim 5, having been subjected to painting on the surface.

7. The injection molded article as claimed in claim 6, having been subjected to color finish with a paint, said color finish being made by coating the surface of the injection molded article of claim 5 with a primer comprising a styrene elastomer resin having been graft polymerized with a monomer having an α,β-monoethylenically unsaturated group and then conducting the painting.

8. The injection molded article as claimed in claim 6, having been subjected to color finish with a paint, said color finish being made by coating the surface of the injection molded article of claim 5 with a mixture of the primer of claim 7 and a photopolymerization initiator, subjecting the coated surface to UV treatment and then conducting the painting.

9. A toy comprising the injection molded article of any one of claims 5 to 8.

10. A daily use miscellaneous article comprising the injection molded article of any one of claims 5 to 8.